CLAIMS

What is claimed is:

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1. A vector system for transfection and recombinant polypeptide expression in a mammalian host cell comprising:

- (a) a first cistron encoding a transactivator protein under control of a first promoter; and
- (b) a second cistron encoding an apoptosis-protective protein under the control of the first promoter or optionally under the control of a second promoter; wherein the first and the second cistron are contained in one or more vectors.
- 2. The vector system of Claim 1, further comprising a third cistron encoding at least one desired polypeptide under control of a third promoter, wherein said third promoter is responsive to the transactivator protein and wherein the first, the second, and the third cistrons are contained in one or more vectors.
- 3. The vector system of Claim 2, further comprising one or more additional cistrons each encoding a desired polypeptide under control of a promoter responsive to the transactivator protein.
- 4. The vector system of Claim 2, wherein said polypeptide is a single chain antibody or a heavy or light chain of an antibody or antibody fragment.
 - 5. The vector system of Claim 1, wherein the first and second cistrons are on one vector and the first cistron lies downstream of the second cistron.
 - 6. The vector system of Claim 1, wherein the first cistron encodes a CREB protein or a variant thereof.
- 7. The vector system of Claim 6, wherein the CREB protein variant is CREB variant Y134F.
 - 8. The vector system of Claim 6, wherein the second cistron encodes an adenoviral E1b-19K protein, a Bcl-2 protein, or a Bcl-2 protein having a deletion in the regulatory loop domain.

9. The vector system of Claim 1, wherein the first cistron encodes an adenoviral E1a polypeptide or a variant thereof.

- 10. The vector system of Claim 9, wherein the adenoviral E1a variant comprises a mutation in CR1.
- 5 11. The vector system of Claim 10, wherein the adenoviral E1a variant comprises a 47H mutation.
 - 12. The vector system of Claim 1, wherein the second cistron encodes an apoptosis-protective protein selected from the group consisting of a dominant negative mutant of p53, a protein that interacts with BAX, a protein that interacts with BAK, an inhibitor of apoptosome formation, and a downstream apoptosis inhibitor.
 - 13. The vector system of Claim 1, wherein the second cistron encodes an adenoviral E1b-19K protein, a Bcl-2 protein, or a Bcl-2 protein having a deletion in the regulatory loop domain.
- 14. The vector system of Claim 1, wherein the first or second promoter is an efficient heterologous promoter.

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- 15. The vector system of Claim 1, wherein the first or second promoter is a RSV-LTR promoter, a SV-40 promoter, or a cytomegalovirus promoter.
- 16. The vector system of Claim 2, wherein the third promoter comprises a CREB-binding element or a 19bp repeat from a hCMV-MIE enhancer.
- 17. The vector system of Claim 2, wherein the third promoter comprises a TATAA transcription initiation signal.
 - 18. The vector system of Claim 2, wherein the third promoter is a hCMV-MIE promoter having a TATAA box region.
 - 19. The vector system of Claim 2, wherein the third cistron is associated with a ubiquitous chromatin opening element, an insulator, or a barrier element.

20. The vector system of Claim 19, wherein the ubiquitous chromatin opening element comprises an extended methylation-free CpG-island.

- 21. The vector system of Claim 19, wherein the ubiquitious chromatin opening element comprises a hnRNP A2 promoter.
- A method of expressing a desired recombinant polypeptide in a mammalian host cell comprising introducing to the mammalian host cell:
 - (a) a first cistron encoding a transactivator protein under control of a first promoter;
 - (b) a second cistron encoding an apoptosis-protective protein under control of the first promoter or optionally under control of a second promoter; and
 - (c) a third cistron encoding the desired polypeptide under control of a third promoter;

wherein said third promoter is responsive to the transactivator protein.

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- 23. The method of Claim 22, wherein the third cistron is associated with a ubiquitous chromatin opening element, an insulator, or a barrier element.
- 15 24. The method of Claim 22, wherein the host cell is selected from the group consisting of a CHO cell, a mouse myeloma cell, a mouse hybridoma cell, a rat myeloma cell, and a rat hybridoma cell.
 - 25. The method of Claim 24, wherein the host cell is a cell capable of growing in a suspension.
- 26. The method of Claim 24, wherein the host cell is a YB2/0 rat hybridoma cell.
 - 27. The method of Claim 22, wherein the first or second promoter is an efficient heterologous promoter.
 - 28. The method of Claim 22, wherein the transactivator and the apoptotic protective protein are homologous to the endogenous transactivator and apoptotic protective proteins of the host cell.
 - 29. The method of Claim 22, wherein the first cistron encodes a transactivator protein selected from the group consisting of an E1a protein, a CREB protein, and variants thereof.

30. The method of Claim 29, wherein the first cistron encodes CREB variant Y134F.

- 31. The method of Claim 22, wherein the first cistron encodes a CREB protein or a variant thereof, and the second cistron encodes a Bcl-2 protein or a Bcl-2 protein having a deletion in the regulatory loop domain.
- The method of Claim 22, wherein the first cistron encodes a variant E1a protein with a mutation in CR1, and the second cistron encodes an E1b-19K protein, a Bcl-2 protein, or a Bcl-2 protein having a deletion in the regulatory loop domain.
 - 33. The method of Claim 22, wherein the second cistron encodes an apoptosis-protective protein selected from the group consisting of a dominant negative mutant of p53, a protein that interacts with BAX, a protein that interacts with BAK, an inhibitor of apoptosome formation, and a downstream apoptosis inhibitor.

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- 34. The method of Claim 22, wherein the second cistron encodes an adenovirus E1b-19K protein, a Bcl-2 protein, or a Bcl-2 protein having a deletion in the regulatory loop domain.
- 15 35. The method of Claim 22, wherein said polypeptide is a single-chain antibody or a heavy or light chain of an antibody or antibody fragment.
 - 36. The method of Claim 22, wherein said polypeptide is a part of a library of polypeptides.
 - 37. A mammalian host cell for recombinant polypeptide expression comprising a first cistron encoding a transactivator protein and a second cistron encoding an apoptosis-protective protein that prevents cell-killing due to expression of the transactivator protein.
 - 38. The host cell of Claim 37, further comprising a third cistron encoding one or more desired polypeptide under the control of a promoter responsive to the transactivator protein.
 - 39. The host cell of Claim 37, wherein the third cistron is associated with a ubiquitous chromatin opening element, an insulator, or a barrier element.
 - 40. The host cell of Claim 37, wherein the transactivator protein is expressed from an efficient heterologous promoter.

41. The host cell of Claim 37, wherein the first cistron encodes a CREB protein or a variant thereof, and the second cistron encodes a Bcl-2 protein or a Bcl-2 protein having a deletion in the regulatory loop domain.

- 42. The host cell of Claim 37, wherein the first cistron encodes a E1a variant comprising a mutation in CR1.
- 43. The host cell of Claim37, wherein said cell is a CHO cell or a YB2/0 cell.
- 44. The host cell of Claim 37, wherein said cell is a cell capable of growing in a suspension.
- 45. The host cell of Claim 37, wherein said host cell is from an established cell line.
- 10 46. The host cell of Claim 37, wherein said host cell is a non-human mammalian host cell.
 - 47. A method for producing a recombinant protein comprising culturing the host cell of Claim 37 in a suitable medium such that the one or more desired proteins are secreted into the medium.